



“Young and Alcohol Free” Student Workshop

Aug 2019 Edition

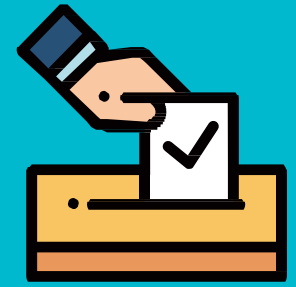


Warm-up Game

Believe it or not



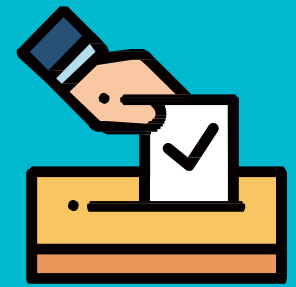
Alcohol Myth (Q1)



**Is “Alcoopop”
less harmful than
general alcoholic
beverages?**

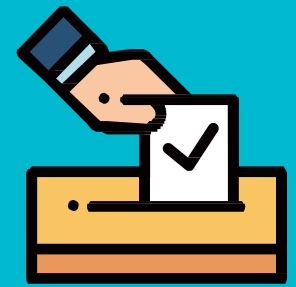


Alcohol Myth (Q2)



**Occasional
binge drinking
does no harm
to your body?**

Alcohol Myth (Q3)



**Rumor has it
that red wine
is good for
the heart.
Is it true?**



Program Content



1. Dispel the Myths of Alcohol

- Understanding Alcohol Harm and Drinking Myths



2. Messages behind Advertisement

- Beware of Marketing Traps on Alcohol



3. Understanding Alcohol-related Harms

- Know more about the effects of drinking on health



4. Say No to Alcohol

- Refusal Skills towards Alcohol

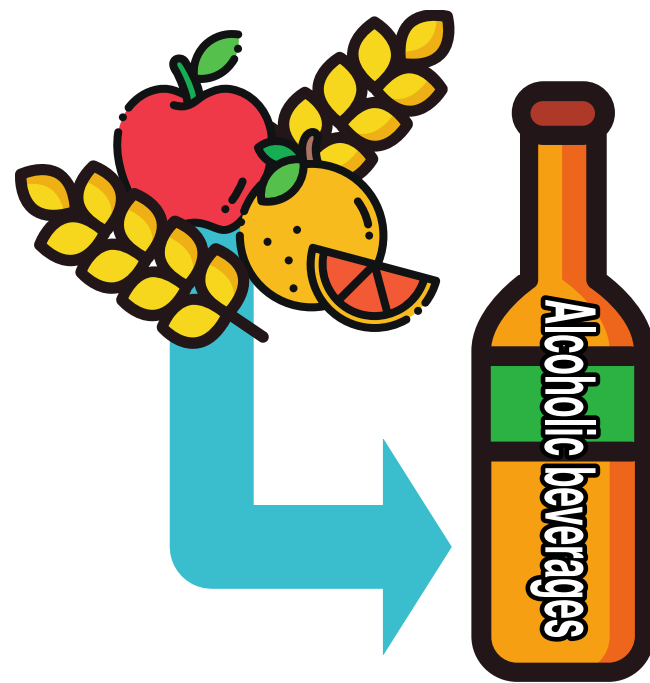


Dispel the Myths of Alcohol



What is alcoholic beverages?

- Alcoholic beverages are beverages made from fruits, barley and wheat. Alcohol is formed when yeast ferments the sugar in the ingredients. All alcoholic beverages contain alcohol (ethanol).
- Ethanol (alcohol) is the chemical in alcoholic beverages that gives a pleasant feeling.









Interactive Session 1 Alcohol content guessing

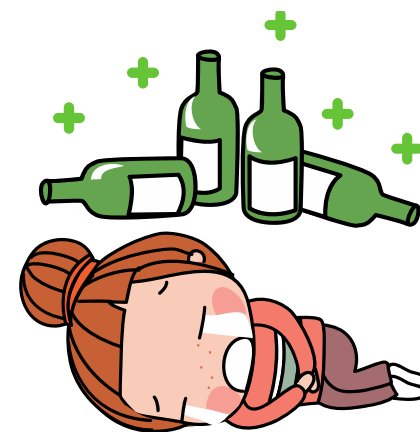
Type	Alcohol content (% by volume)*
 Beer	
 Cider	
 Red wine/ White wine/ Champagne	
 Plum wine	
 Spirits (e.g. Whisky, Vodka , Brandy)	
 Chinese spirits / Chinese Baijiu	

?? %

Remarks: *Approximate values only.

Interactive Session 1 Alcohol content guessing

Type	Alcohol content (% by volume)*
 Beer	5%
 Cider	5%
 Red wine/ White wine/ Champagne	12%
 Plum wine	15%
 Spirits (e.g. Whisky, Vodka, Brandy)	40%
 Chinese spirits / Chinese Baijiu	52%



Remarks: *Approximate values only.

Myth vs Fact 1

Is "Alcopop" less harmful than general alcoholic beverages?

- "Alcopops " are sweet-tasting, pre-mixed alcohol-based drinks which contain juice, other flavours or even caffeine.
- Similar alcohol content as beer (about 4-7%) but can contain up to 8-12% of alcohol.



Changing the Product Design

- To make popular among young people, more and more alcoholic beverages in the market.
- They are sold in single colourful serving bottles or cans that resemble soft drinks.
- Not only does the outlook make the drink look less threatening, but its fruity flavor also masks the alcoholic taste, leading to a greater consumption. As a result, the tendency to binge drink can put one's health into jeopardy, increasing the risk of acute alcohol poisoning.



Myth vs Fact 2

Occasional binge drinking does no harm to the body?



- Excessive drinking, though occasional, is still very dangerous.
- Binge drinking (also known as ‘heavy episodic drinking’) is a pattern of heavy drinking when consuming more than 60 grams of pure alcohol on a single occasion. In Hong Kong, 60 grams of pure alcohol is equivalent to approximately 5 cans of beers / 5 glasses of table wine/ 5 pegs of spirits.
- Binge drinking, only once, can already lead to traffic accident, violent behaviour, unsafe sex, alcohol intoxication etc.
- Research also shows that youngsters with binge drinking have worse academic performance.



Myth vs Fact 3



Rumor has it that red wine is good for the heart. Is it true?

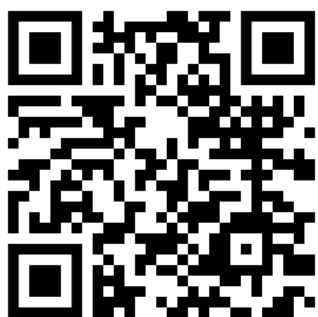
- Some evidence reviewed that some people drinking red wine have a better health.
- Nevertheless, this may be due to other factors, including no smoking, doing more physical activities and having healthier diet (or other hidden factors) rather than drinking red wine.
- It is controversial whether moderate drinking is good for the hearts. Drinking too much red wine or other alcoholic drinks can be however harmful and lead to hypertension, stroke and cancers.
- Is it worthwhile to drink a proven toxic substance for heart protection?

Dutiable Commodities (Amendment) Ordinance 2018



衛生署控煙酒辦公室

Tobacco and Alcohol Control Office
Department of Health



詳情請瀏覽 For details, please visit
www.taco.gov.hk

查詢及投訴電話熱線 Enquiry and Complaint Hotline
2961 8823



**法例禁止在業務過程中售賣或
供應酒類飲品予未成年人**

**Sale or supply of alcohol to
minors in the course of business is
prohibited by the law**

2018年11月30日生效
Effective from 30th November 2018



詳情請瀏覽 For details, please visit
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香港非傳染病防控策略及行動計劃
Strategy and Action Plan to
Prevent and Control NCD in Hong Kong



衛生署
Department of Health



Message behind Advertisement



Q & A

Your impression about alcohol is.....



Symbol of adulthood?



High Alcohol Tolerance?



Manhood?



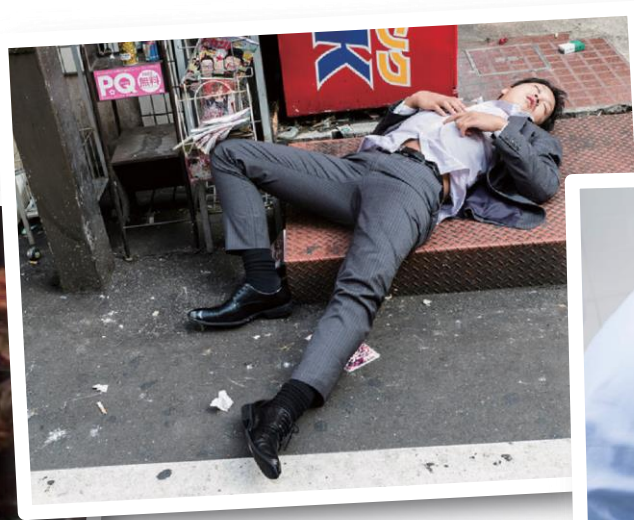
Good taste?



Drink for friendship?

Q & A

Sugar-coated reality about alcohol



Responsible drinking?!

Alcohol industry says:

- Responsible drinking means making an informed and sensible decision about alcohol consumption. This means consumers should not drink when they are pregnant or underage, and they should not drive after drinking. They also should not engage in excessive drinking and other kinds of alcohol-related activities which can harm them individually or others in society.



Actually...

- This is their promotional tactic. They blame drinkers for alcohol-related problems, without mentioning harms of alcohol to the body, e.g. cancers and alcohol addiction. They are shedding responsibilities and misleading the public.

Information Asymmetry

Advertisements tell you:

- Drinking is novel and fun (e.g. adventures, party); Drinking is making friends; Drinking is life attitude (e.g. wine tasting)

Advertisements do not tell you:

- Drinking increase risks of alcohol intoxication, health impairment and risk of accidents.



Interactive session



I am not drunk !
Drunk Goggles Challenge



Understanding Alcohol-related Harms



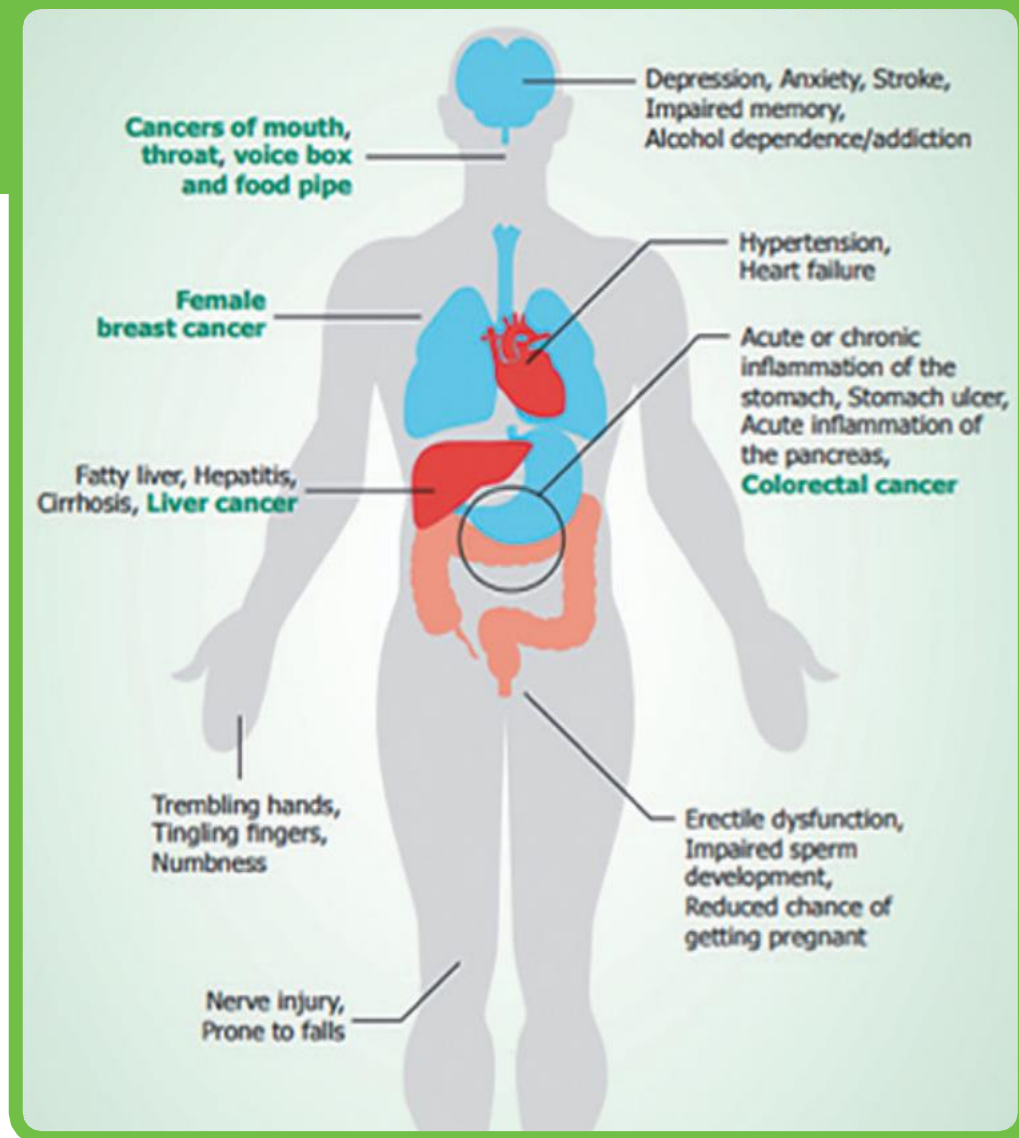
Alcohol Harm 1:

Alcohol cause Cancer



「“Ethanol in alcoholic beverages” and “acetaldehyde associated with alcohol consumption” have both been classified as **Group 1 carcinogens** by the World Health Organization

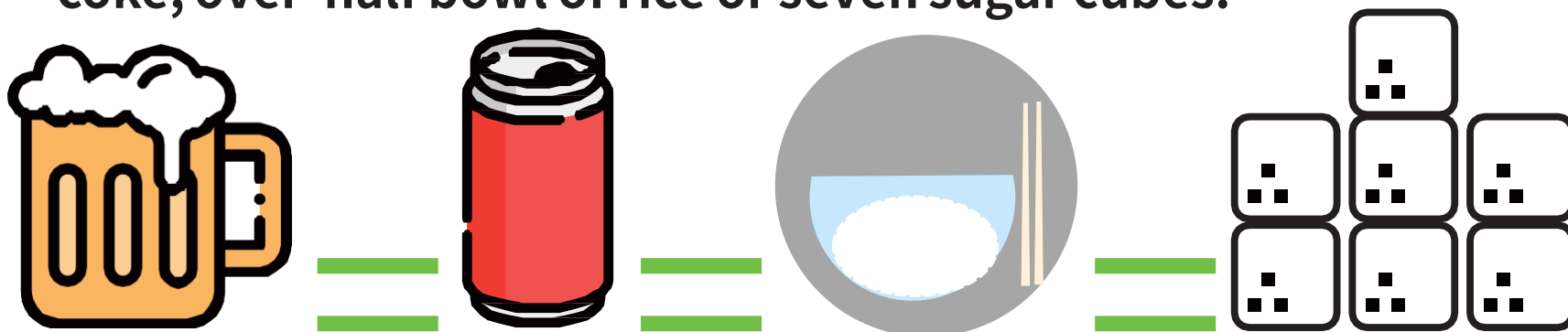
Source: Centre for Health Protection, Department of Health



Alcohol Harm 2:

Alcohol leads to weight gain

- Each gram of pure alcohol carries 7 kcal without providing any nutrition. One can of 330ml beer contains about 142 kcal.
- Approximately equivalent to the calories of one can of 330ml coke, over half bowl of rice or seven sugar cubes.



Alcohol Harm 2:



Nutrition Information 營養資料

Per 100mL / 每100毫升

Energy / 能量	42kcal / 千卡
Protein / 蛋白質	0g / 克
Total fat / 總脂肪	0g / 克
-Saturated fat / 飽和脂肪	0g / 克
-Trans fat / 反式脂肪	0g / 克
Carbohydrates / 碳水化合物	10.6g / 克
-Sugars / 糖	10.6g / 克
Sodium / 鈉	4mg / 毫克

Per 250 mL Sugars 26.5g **



Alcohol Harm 3:

Stay Sober, Sport Better

- Drinking before or after exercise may:
 - cause low blood sugar due to overburden of the liver
 - Produce more urine and result in dehydration
 - Affect sport performance, increasing risk of injury or even death (e.g. drowning)
 - Slow down muscle recovery



Alcohol Harm 4:

Alcohol worsens depressed mood

- Alcohol affects the level of chemicals inside our brains, thus increase the risk of depression.
- Hangover leads to uncomfortable, anxious, disturbed and guilty feelings after waking up.
- Excessive drinking affects work performance, family and interpersonal relationship, making life frustrating.



Alcohol Harm 5:

Drinking is harmful to youth's brain development

- Youths with long-term alcohol consumption have poorer memory.
- Alcohol is a toxin against youth brain development. It affects nervous system development and self-control ability.
- Youths who start drinking before age 12 are more likely to have violent behaviours or injuries later on due to drinking or to skip lessons.
- Youths who start drinking before age 18 are more likely to develop alcohol abuse or dependence in adulthood. The risk would be even higher if they started drinking earlier (before age 15).





Say No to Alcohol



**There is no safe drinking level.
Even little consumption
can still increase the
risk of cancers.**



So, we **say no to alcohol!**

Say No to Alcohol

- **Avoid friends' temptation to try smoking or drinking.**
- **Avoid taking part in activities that provide alcohol. For example, activities held in Karaoke and Pub.**
- **On the occasions of celebration or gathering (For example, wedding banquet, New years celebration party), choose non-alcoholic drinks, e.g. water, sugar-free beverages.**



Tips to Say No to Alcohol

- **1. Ignore the request**

- "Turn a blind eye or a deaf ear to the invitation."

- **2. Simply say no**

- "No, thanks."

- **3. Give an excuse**

- "No, I'm allergic to alcohol."

- "No, I've something to do tomorrow."



- **4. Find an ally to back you up**

“No, we both don't drink.”

- **5. Suggest something else**

“Alcohol is expensive and unhealthy. Let's have something else!”

- **6. Repeat your refusal**

“I said I don't drink!”

- **7. Walk away from the situation**

Say: “Sorry, some urgent business has flashed through my mind” and walk away quickly.

Conclusion

- The promotional tactic of alcohol industry causes information asymmetry. Youngsters should avoid being misled by them and increase the awareness of the adverse effect of alcohol towards health and mental development.
- As the harmful effects of alcohol outweigh its potential advantages, non-drinkers are advised not to start drinking while drinkers should gradually decrease their drinking to reduce harm.

Information from Department of Health

#年少無酒
#YoungAndAlcoholFree

#酒為下著
#AlcoholFails

For more information:
Please view the website below
www.change4health.gov.hk



Information from Department of Health



Audio-
visual
Gallery



https://www.change4health.gov.hk/en/resources/av_gallery/index.html?yr=2017

Year 2017

Video



Drink or Not Drink?
Be Informed!



Stay Sober, Sport Better!



Young and Alcohol Free
Episode I
The Harmful Alcohol



Young and Alcohol Free
Episode II
Young People Don't Drink



Young and Alcohol Free
Episode III
Be Smart, Don't Drink



Young and Alcohol Free
Episode IV
Say "NO" To Alcohol



Thank you!